

The importance of investing in young leaders is critical for Nursing

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Abstract

The Nursing Now campaign aims to raise the status and profile of nursing. Run in collaboration with the World Health Organization and International Council of Nurses, Nursing Now seeks to empower nurses to take their place at the heart of tackling 21st Century health challenges. The campaign was launched on 27th February 2018 by the Duchess of Cambridge in London; and Dr Tedros, the Director General of the WHO, and Princess Muna Al Hussein in Geneva; with simultaneous events in Jordan, South Africa and the USA. By June there were campaigns active in more than 40 countries. Running until the end of 2020, the bicentenary of Florence Nightingale's birth, the campaign aims to improve perceptions of nurses, enhance their influence and maximise their contributions to ensuring that everyone everywhere has access to health and healthcare. If you're committed to giving nurses more recognition, investment and influence, sign up to support the campaign. Use Nursing Now's social media toolkit to help get others interested and involved, you can follow the campaign's progress on Twitter and Facebook. Nursing now also plans to showcase supporter-led events, case studies, trainings, funding opportunities and much more. Share your plans to champion nursing and they'll be added to the campaign's global activity map.

This campaign is based on the report The Triple Impact of Nursing – how developing nursing will improve health, promote gender equality and support economic growth (2016) published by the All-Party Parliamentary Group on Global Health (APPG) following its review of nursing globally.

Biography

She is trained in the UK as a Registered Nurse, Midwife and Health Visitor and has worked in senior leadership positions widely across the National Health Service in England, as well as extensively overseas.

She is an Programme Director for the 2020 Nightingale Challenge Global Leadership Development Programme in Northern Ireland, and is also working together with lead nurses from Northern Ireland, a global steering board and Professor Sir Michael Marmot on a 2020 report 'Nurses and Midwives for Health Equity'.

She has a wealth of experience in designing and delivering whole-systems public health leadership and improvement programmes and working globally with the World Health Organization designing and delivering 'Health in All Policies' training around the world.



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